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Gentreo and GSB Fundraising Announce New Partnership

Gentreo and GSB Fundraising to bring online estate planning services to GSB members.

BOSTON, MA July 22, 2020 - Gentreo (www.Gentreo.com) and GSB Fundraising (www.gsbfundraising.com) are pleased to announce a new partnership that offers Gentreo's simple, secure, and affordable estate planning platform to clients of GSB Fundraising as a way to protect their families, plan for the future, and leave bequests to the nonprofits that are most important to them.

Gentreo, a Massachusetts-based company, was founded on the principle that everyone should have an estate plan to protect their loved ones. Gentreo users can create their own legally binding and state-specific estate plans online. Gentreo enables users to create Wills, Health Care Proxies, Powers of Attorney, and Pet Powers of Attorney, and to securely store and share those documents with their closest contacts. This new partnership will allow GSB Fundraising clients to protect their loved ones, their assets, and their legacy.

For over 40 years, GSB has been committed to building nonprofits and congregations towards a more fulfilling mission through successful capital campaigns, annual funds, planned giving, feasibility studies, stewardship development, and more. GSB has partnered with Gentreo for several reasons, but primarily because Gentreo's product features develop long-lasting relationships while encouraging estate giving to charitable organizations. GSB will offer Gentreo because GSB wants to support our clients to leave a gift through their estate and Gentreo has built an affordable and easy to use program to encourage these gifts.

"We are thrilled to stand with GSB's clients as they support their members throughout their lives," said Renee Fry, CEO of Gentreo. "Estate planning is a vital way to protect individuals and families through life's most important moments. We are proud to deliver these important services to nonprofit organizations and congregations."

"Too many people forget about charity when they make their estate plans if they make them at all. We want it to become easier and more common because I know our clients will increase their mission impact as they deploy gifts through peoples' estates for lasting impact. Our clients now have the opportunity to help your members protect the ones they love and take care of organizations they value with Gentreo," said Mike Ward, GSB Partner.

About Gentreo™:

Gentreo™ is an online estate planning platform that makes estate planning affordable and accessible to all. Based in Boston, Gentreo was created with the mission of helping families protect what matters

most to them. Life is a journey. Gentreo is with you every step of the way. Gentreo is not a law firm or a substitute for a law firm or attorney or an attorney's advice or recommendations. For more information, visit www.gentreo.com, or connect with Gentreo on Twitter (@gentreo), Facebook (Gentreo) and LinkedIn (Gentreo).

About GSB Fundraising: Since 1976 GSB has been strengthening charitable causes to change the world through generosity. Our fourteen consultants work across the country and have backgrounds in developing fundraising for nonprofits from churches to higher education to social service agencies to small one-person organizations. Services include developing annual funds, capital campaigns, planned giving development, strategic planning, board development and more. For more information, go to www.gsbfundraising.com, GSBFundraising on Facebook, or @GSBFundraising on Twitter.

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